

Because We're Thirsty.

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Why Cares? You Do. Why Worry? Because the 71% of the world and about 60% of your body is made of it.

As a species, we have employed (and purchased) the vast majority of fresh water in and on our planet. As a nation, we are polluting water sources both domestically and abroad; as a culture, we are using more than five times more than the necessary amount to maintain our current standard within our homes. Globally, humans are harvesting, using, and polluting water faster than the water cycle can replenish itself. In nearly every way from irreparable black water, to halted infiltration, to redirected surface water humans have inserted themselves into the Earth's self-renewing hydrological cycle to the point of crisis. Putting a price tag on diminishing fresh water around the world, water has been dubbed the new oil. Thus, it is only a matter of time before water becomes the new oil, crisis.

Taking Chicago, Illinois, USA as a case study, the included graphic quantifies freshwater use as a sustainability problem. Addressing several concerning scales of distribution and use, the diagram "zooms in" on how and where our global freshwater is distributed amongst Chicagoans and their homes. All statistics are pulled from the United Nations and the World Water Report.

Many cities, like Chicago, have limited draws on their local water supplies—a problem within itself. However, when examined deeper, on a more intimate scale of the American family and the home it becomes clear that while source ownership and distribution are undeniably a problem, the root of the problem is ultimately traced to consumption, waste, misuse, and overconsumption. Thus, while the graphic and presentation is tailored to water, our water use is only the tip of the iceberg of an unsustainable mentality of surplus, constant availability, waste, use, and over consumption present in most developed nations, but glaringly apparent within the United States.

Both an inspiring and a frustrating fact of the impending global water crisis lies with awareness. Global organizations from UNICEF, to the United Nations, to the World Health Organization all monitor and gather information on global water statuses, sources and usages. Designers have created high efficiency appliances for the home, governments have required efficiency and Americans are using the innovations. However, water is rarely on the individual radar where individuals are not conscious of their use, the misuse, over use, and waste. Our Earth is thirsty; our countries are thirsty; our cities are thirsty; our homes are thirsty; we are thirsty. What will it take to expose the global water crisis as an individual concern, and what will it take to spur action?



87% of the world's freshwater is located in lakes around the world
21% of that freshwater is on the deposit in the Great Lakes

CURRENT POPULATION
7.1 billion
average water use
58.1 gpcd

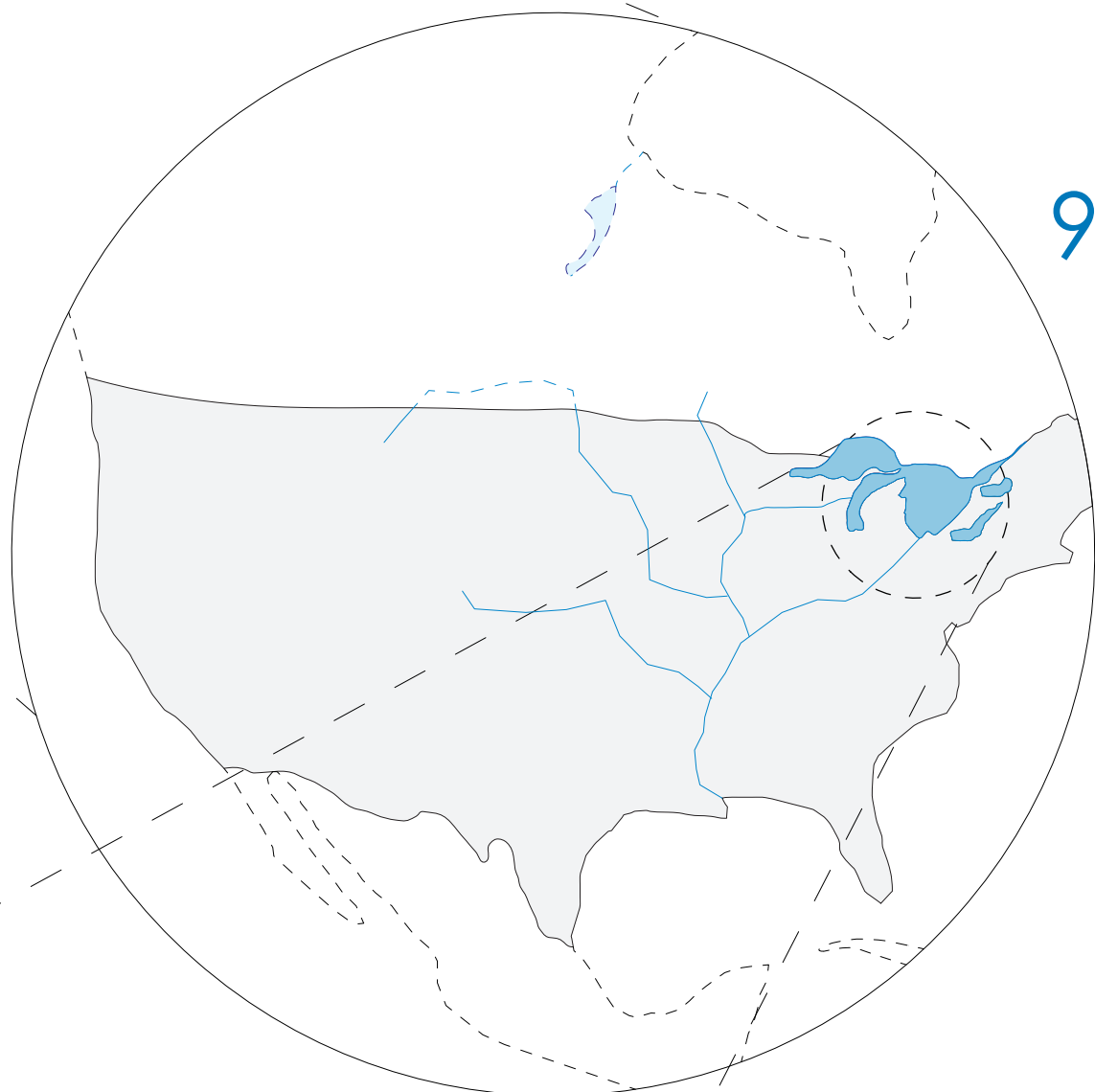
PROJECTED POPULATION | 2050
9 billion
average water use
78.6 gpcd



84% of North America's surface freshwater is located in the five Great Lakes

CURRENT POPULATION
529 million
average water use
491 gpcd

PROJECTED POPULATION | 2050
610 million
average water use
664 gpcd



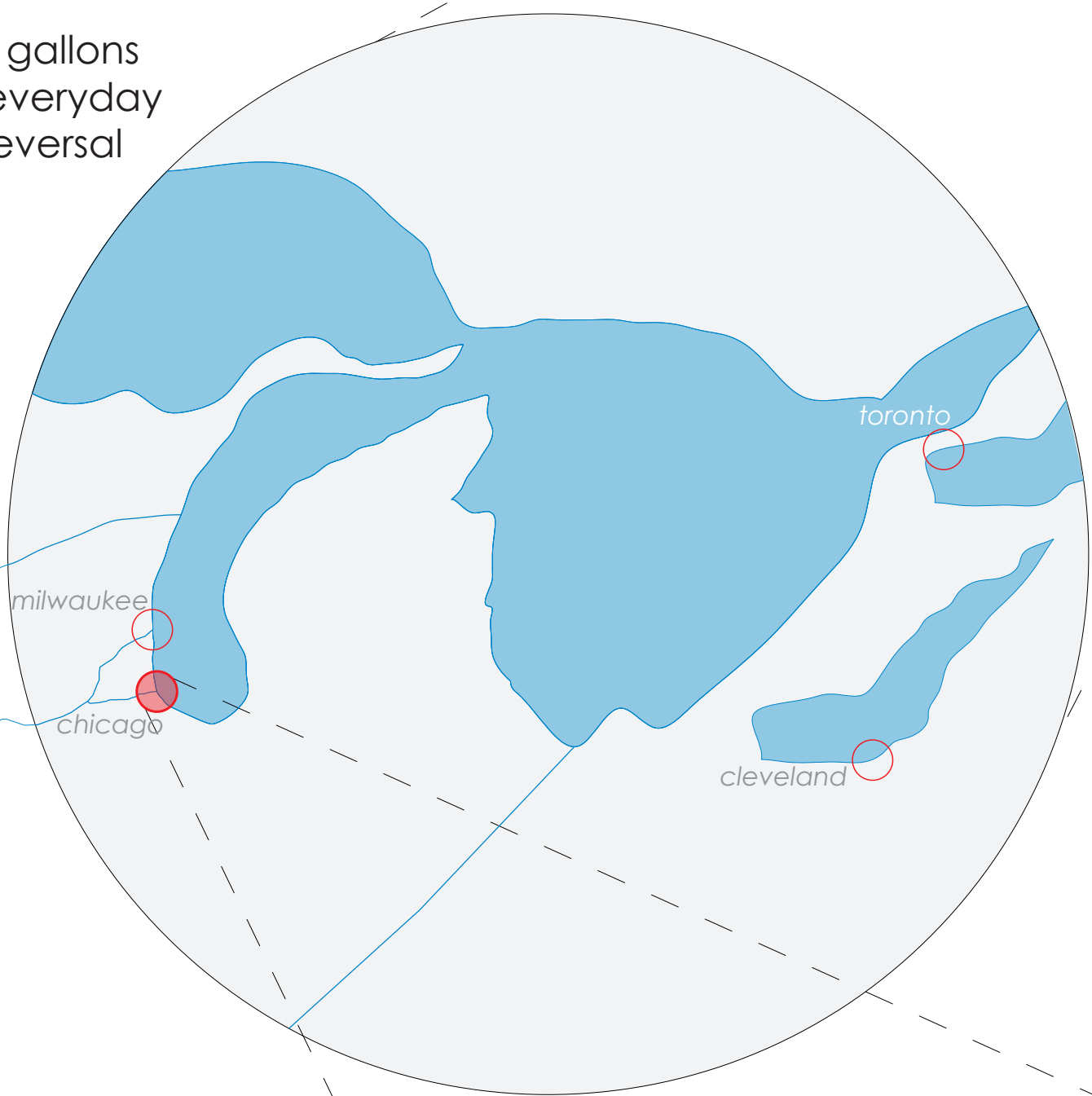
95% of the freshwater in the United States is on deposit in the Great Lakes

70% of all combined sewers in the U.S.
are located in the Great Lakes Region

CURRENT POPULATION
314 million
average water use
491 gpcd

PROJECTED POPULATION | 2050
438 million
average water use
664 gpcd

500 million gallons
flow out of the lake everyday
since the 1900 river reversal

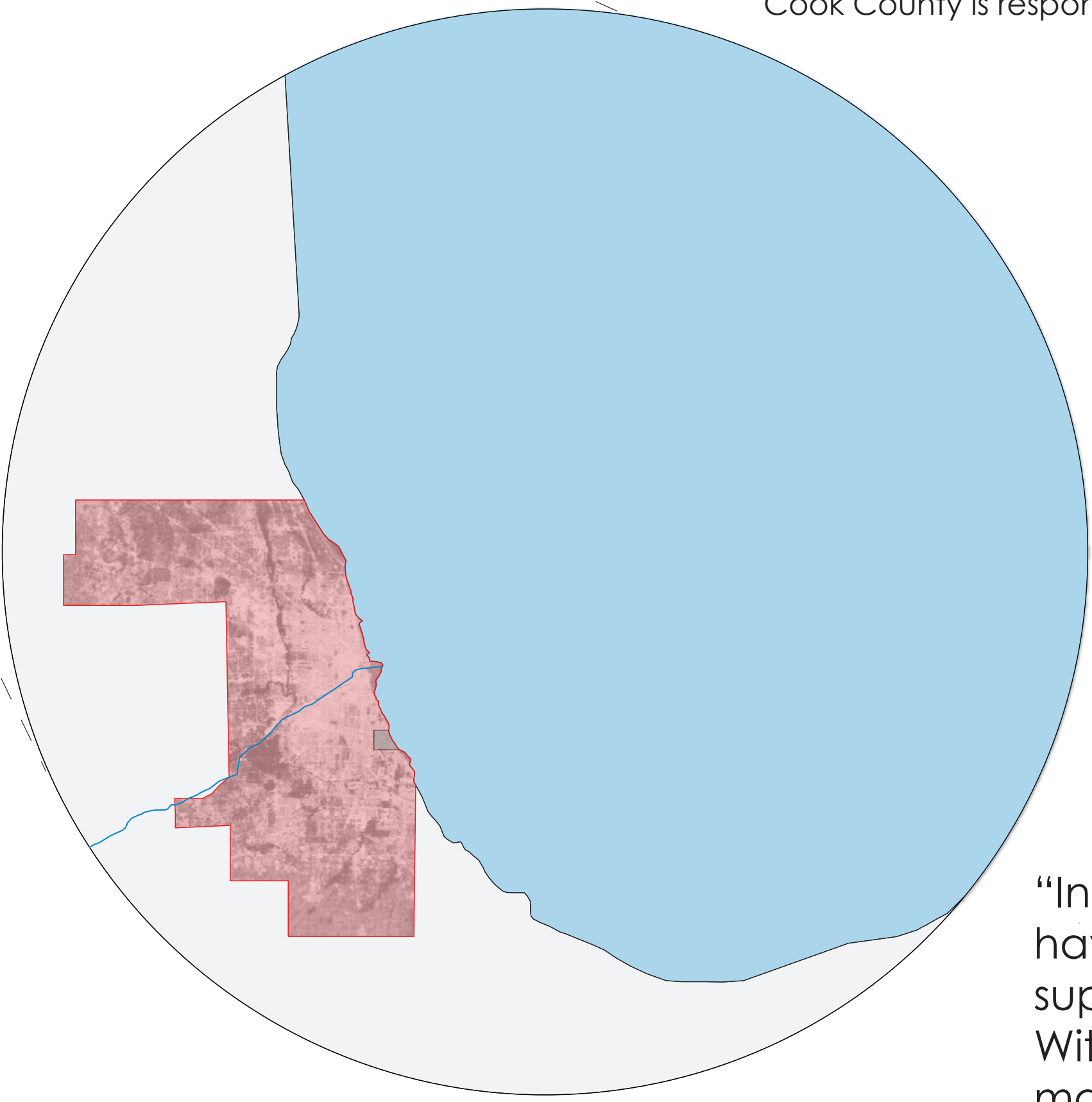


Milwaukee, Toronto, Cleveland and Chicago all draw their water from Lake Michigan. Milwaukee, Toronto, and Cleveland draw, use, treat, and return the lake water. Illinois does not return their lake draw and

as a result are capped at drawing 2.1 billion gallons/day

Chicago draws 1.48 million gallons/day from the lake

Cook County is responsible for 1.03 billion gallons daily



CHICAGO, ILLINOIS, USA

	2013	2050
population	2.72 million	4.38 million
water use	169.3 gpcd	230 - 278 gpcd
lake draw	1.48 billion gpd	2.01 - 2.43 billion gpd

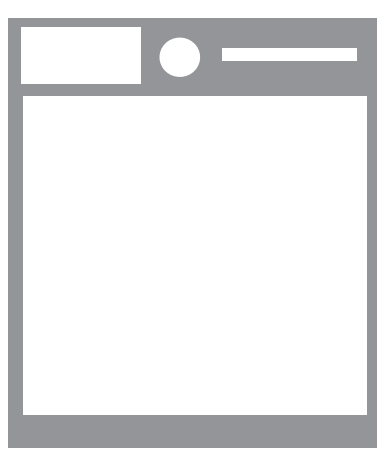
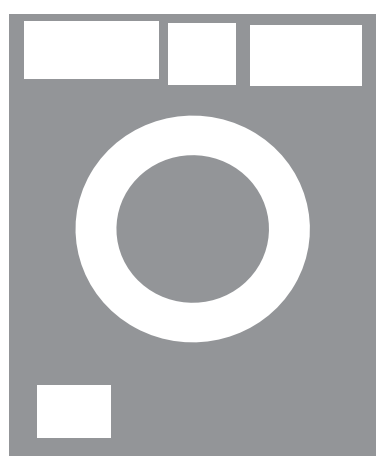
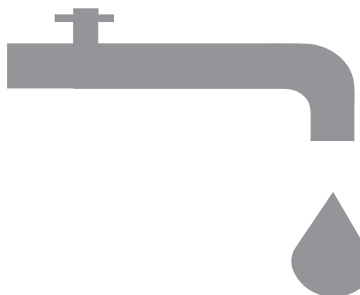
Northeastern Illinois is responsible for 5% of the pollutant load in the Gulf of Mexico dead zone



“Industrial and private water demands have grown to exceed natural supplies in many parts of the world. Without dramatic changes in water management, this local scarcity will soon extend to regional or global proportion...Responsible stewardship to

safeguard the world's freshwater resources will require integrated management at all levels, from the individual to the international, to preserve the Earth while supporting the endeavors of humankind effectively, efficiently, equitably.”

-World Water Vision



average
use

280 gpd

75 gpd

60 gpd

38 gpd

61 gpd

5 gpd

domestic
need

52 gpd

32 gpd

48 gpd



17 gpd

2.6 gpd

excess
use

228 gpd

75 gpd

12 gpd

38 gpd

59 gpd

3.5 gpd

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